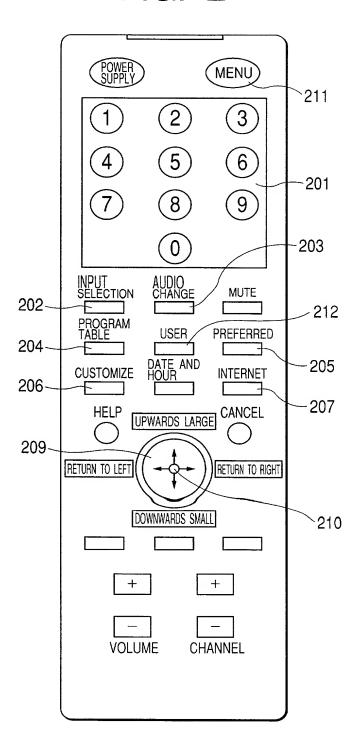


FIG. 2



START

RECOGNITION OF VIEWING AND LISTENING

 VIEW AND LISTEN TO A CERTAIN INPUT SOURCE (ONE OR MORE) MORE THAN PREDETERMINED TIME

- VIEW AND LISTÉN MORE THAN PREDETERMINED TIME WITH THE SCREEN LAYOUT
- VIEW AND LISTEN MORE THAN PREDETERMINED TIME IN THE AUDIO MODE

ATTRIBUTE EXTRACTION OF INPUT SOURCE

- GENRE OF PROGRAM (OR GENRE OF CHANNEL)
- KIND OF MEDIA
- CLASSIFICATION OF APPLICATION
- VIEWING AND LISTENING TIME

DISPLAY PARAMETER EXTRACTION

- RELATIONSHIP BETWEEN INPUT SOURCE ID AND WINDOW NO.
- DISPLAY POSITION AND DISPLAY SIZE OF EACH WINDOW NO.
- SUPERPOSITION EFFECT (LAYER RELATIONSHIP)

AUDIO PARAMETER EXTRACTION

- RELATIONSHIP BETWEEN INPUT SOURCE ID AND OUTPUT CHANNEL
- AUDIO MODE OF EACH OUTPUT CHANNEL

GENERATION OF HISTORY DATABASE

ACCUMULATE AS HISTORICAL DATA, RELATIONSHIP
DATA INDICATING THAT VIEWING AND LISTENING WAS
EXECUTED FOR EACH INPUT SOURCE ID (OR ITS
COMBINATION) BY USING HOW SCREEN LAYOUT
(DISPLAY PARAMETER) AND WHICH AUDIO MODE

END

S301

<S302

_≤S303

<\$304

S305

INPUT SOURCE ID
MEDIA
(GENRE)
(TITLE)
(CHANNEL)
(THE WHOLE PROGRAM TIME)
START TIME
APPLICATION
RESERVED

FIG. 6

INPUT SOURCE ID										
(WINDOW NO.)										
WINDOW START ADDRESS										
X DIRECTION SIZE										
Y DIRECTION SIZE										
DISPLAY EFFECT										
LAYER										
RESERVED										

INPUT SOURCE ID	
OUTPUT CHANNEL	
AUDIO MODE	_
RESERVED	

FIG. 8A

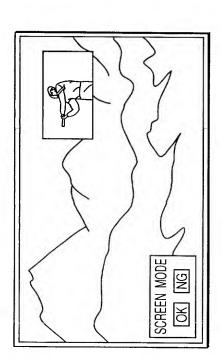


FIG. 8B

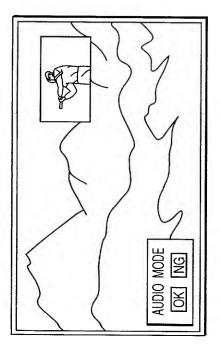
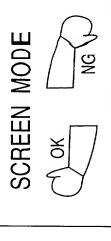


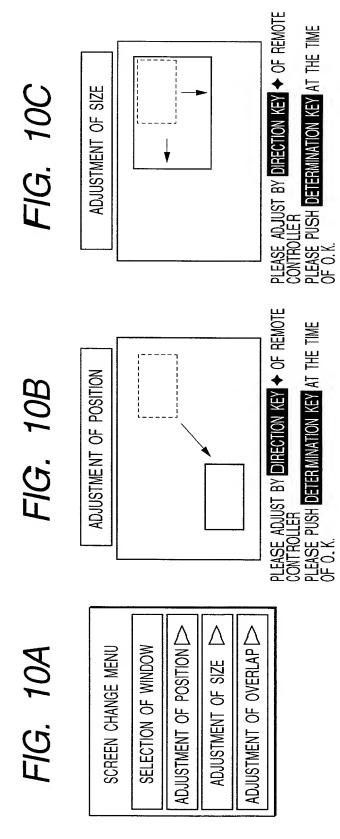
FIG. 9A

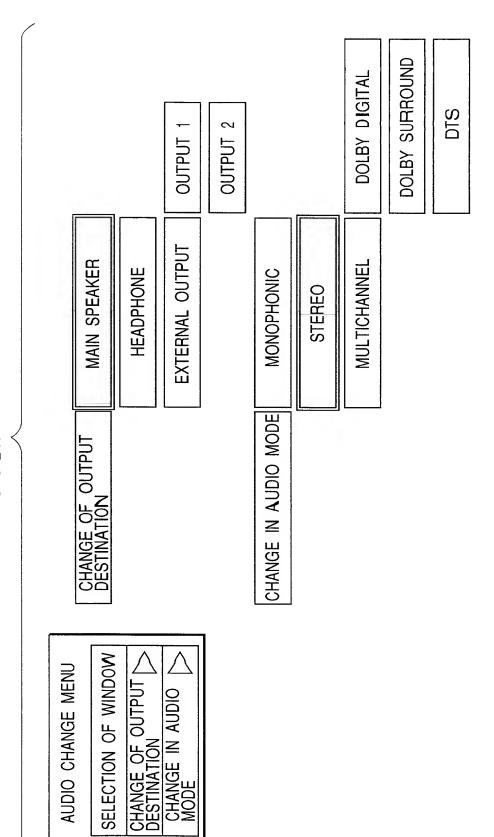
FIG. 9B



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SCREEN MODE





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1	LISTENING PATTERN	А	В	O	O	Ш	Щ	ပ	Ŧ		REPORT RIGHT ANOTHER FIGURE TEREO 1	
	#5	1	-	1	1	1	ı	I	M5			
	#4	1	1	_	I	1		M5	M5		INTARY IE VSER VSER NEWS NEWS NEATHEI I LOWER SHOWN RIGHT O HANNEL HANNEL HANNEL	
AUDIO	#3	ı	ı	1	1	i	M5	M5	M5		WS AMA AMA CUMB COCK	RO
	#5	1	S1	M5	M5	M5	M5	M5	<u>R</u>			MODE=STEREO
	#1	Ξ	M2	M2	M3	M1	M4	7W	M4		CAST GENRE	MODE
	£	1	ı	ı	ı	ı	a.e.e.e	1	L16			HONE
SCREEN LAYOUT	#4	1	ı	İ	I	1	I	L14	L14		BROV BROV BROV APPI INCTI SIZE ATE MAIN MAIN MAIN	CHANNEL = HEADPHONE
EN LA	#3	ı	ı	1	ŀ	1	L11	L13	L13			NNEL=
SCRE	#2	ı	7	L 4	6	L4-1/-2	110	L12	L12			TCHA
	#	=	=	ಣ	=	<u>L3</u>	[]	<u>2</u>	L15			UTPU
BUTE)	#	1	ı	1	1	1	1	Ţ	ra2 Data3	~		S1: (
(ATTRIBUTE	#4	ı	1	1		1	1	DATA2	DATA2	- MAR	SCREEN LAYOUT AUDIO MODE	
	#3	ı	}	ı	ı	ı	ΙI	11	드	ING OF	SCREEN LAYOUT	
INPUT SOURCE	#2	l	TV2	ļ ·		ITN2	DATA1	DATA1	DATA1	MEAN	SCRE	
INPU	#	TV2	1/3	TV4	EXT1	T\3	Σ	Ţ	\leq			,

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FIG. 13

SPORT TV2 DISPLAY PARAMETER L1

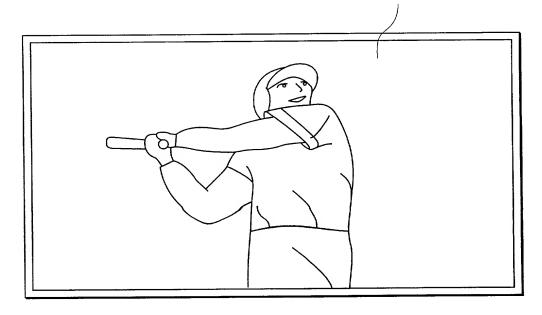
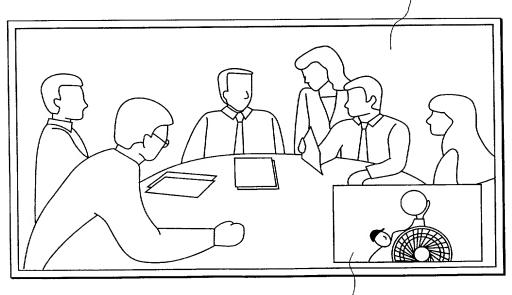


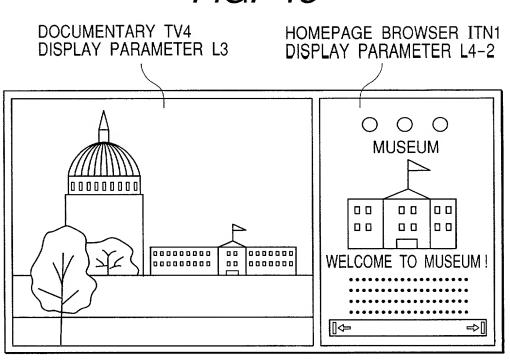
FIG. 14

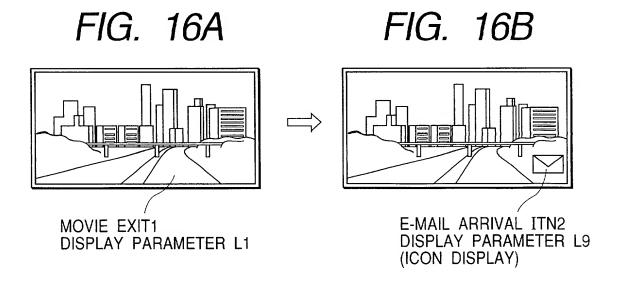
DRAMA TV3 DISPLAY PARAMETER L1

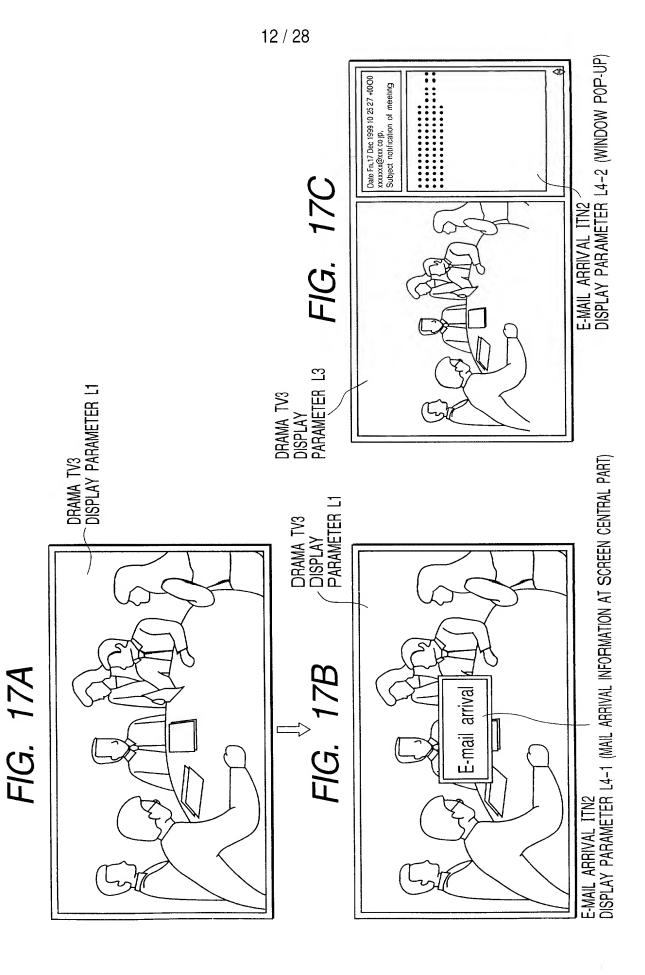


SPORT TV2 DISPLAY PARAMETER L2

FIG. 15







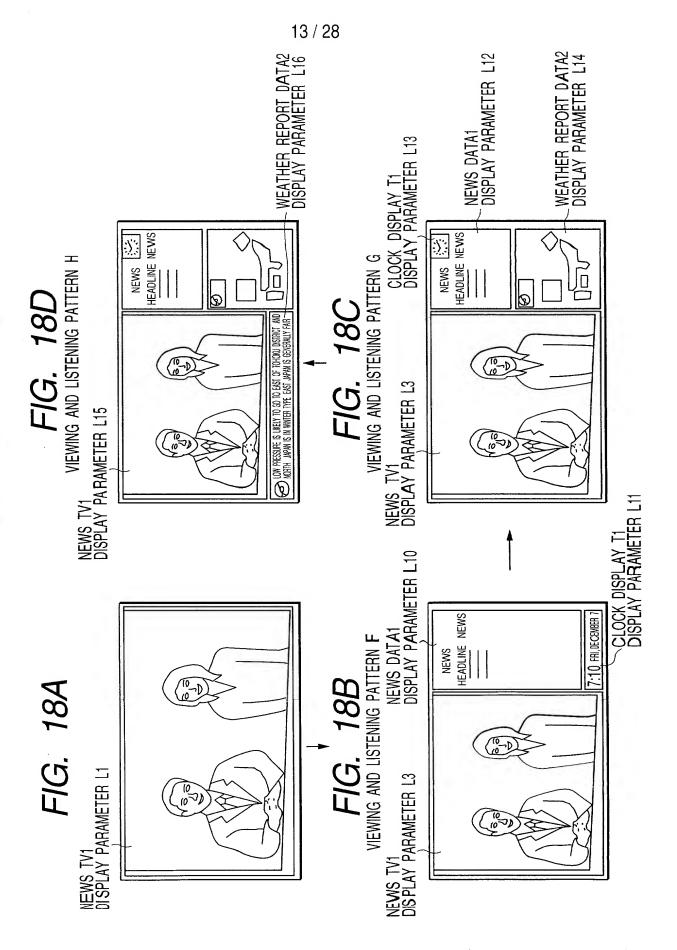
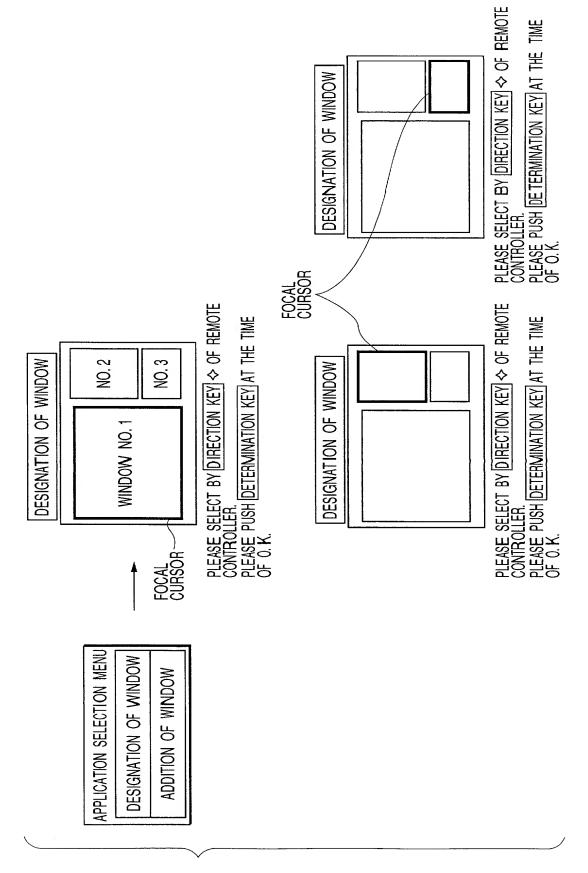
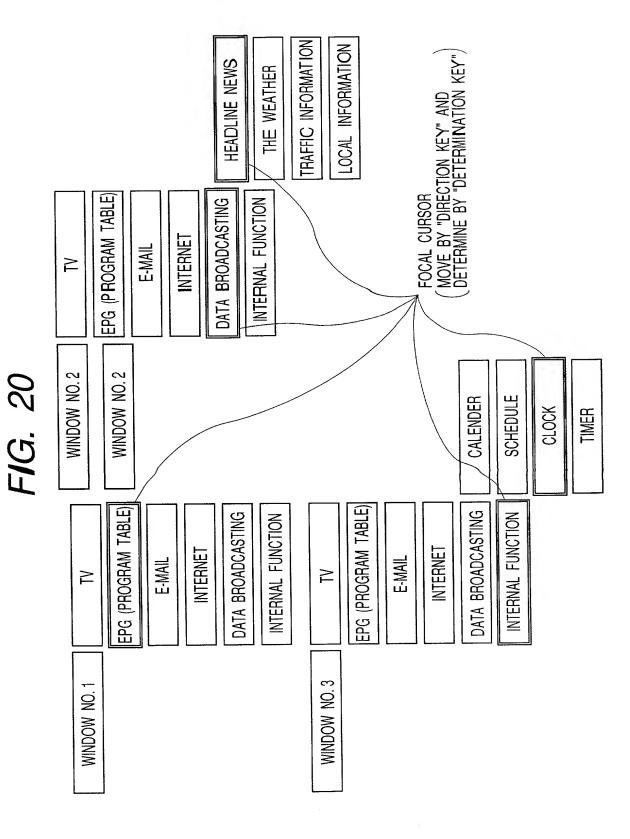
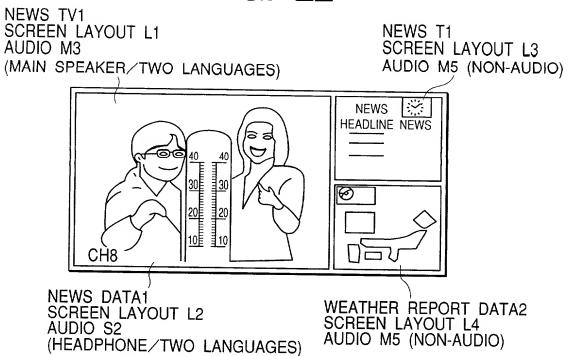


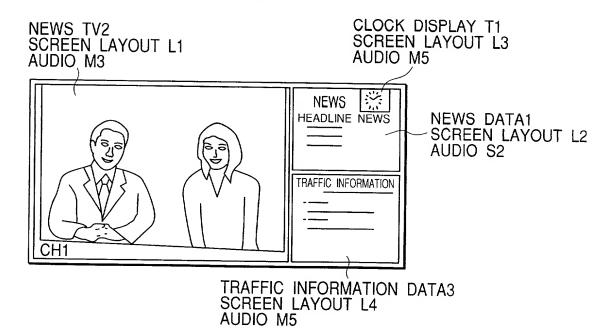
FIG. 19





TIME ZONE		INPUT S	APUT SOURCE (ATTRIBUTE)	(ATTF	IIBUTE)	Š	CREEN	SCREEN LAYOUT	H	VIEWII	VIEWING AND LISTENING) LIST	ENING	VIEWING AND
TIME DAY OF THE WEEK DAY AND MON	JAY AND MONTH	1#	#5	#3	#4	#1	#5	#3	#4	#1	#5	#3	#4	LISTENING PATTERN
6-7 MONFRI.		TV1 DATA1	ATA1		DATA2	[1]	27	೭	14	M3	S2	M5	M5	A
7-8 MONFRI.		T V2 [[ATA1	ī	DATA3	П	L2	L3	L4	M3	S2	M5	M5	മ
[12-1230] SUNDAY		TV3	1	I		L5	1		ı	M1	-	1	ı	0
19-1950 MONFRI.		TV2		ı	ı	L5	ı	ı	1	M	1	ı	ī	O
20-21 WEDNESDAY	4-9	T V3	TV4	ı	1	L5	97	ı		Ξ	S	ı	1	ш
21-23 TUESDAY	10-12	T V5	-	ı	-	L5	ı	1	ı	M2	ı	ı	ı	L-L
21-23 TUESDAY	10-12	T V5 []	ITN1	ı	**********	15	[]	1	1	W2	<u>8</u>	ı	1	G





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FIG. 24

VARIETY Ch TV3 SCREEN LAYOUT L5 (WIDE FULL SCREEN) AUDIO M1 (MAIN SPEAKER/STEREO)

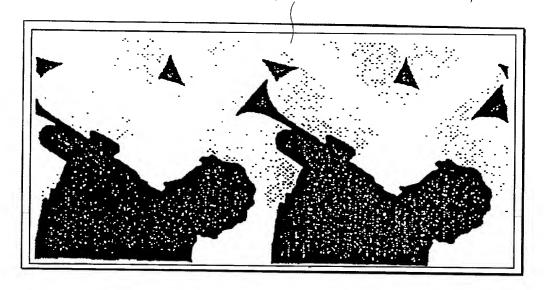
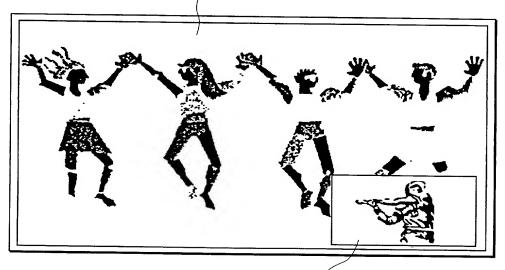


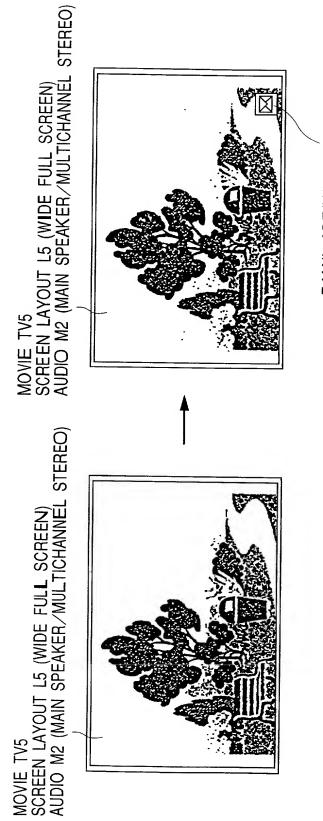
FIG. 25

VARIETY Ch TV3 SCREEN LAYOUT L5 (WIDE FULL SCREEN) AUDIO M1 (MAIN SPEAKER/STEREO)

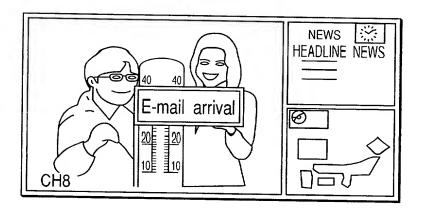


VARIETY Ch TV4
SCREEN LAYOUT L6 (LOWER RIGHT 1/8 SIZE PinP)
AUDIO S1 (HEADPHONE/STEREO)

FIG. 26



E-MAIL ARRIVAL ITNÍ SCREEN LAYOUT L7 (ICON DISPLAY) AUDIO M5 (NON-AUDIO)



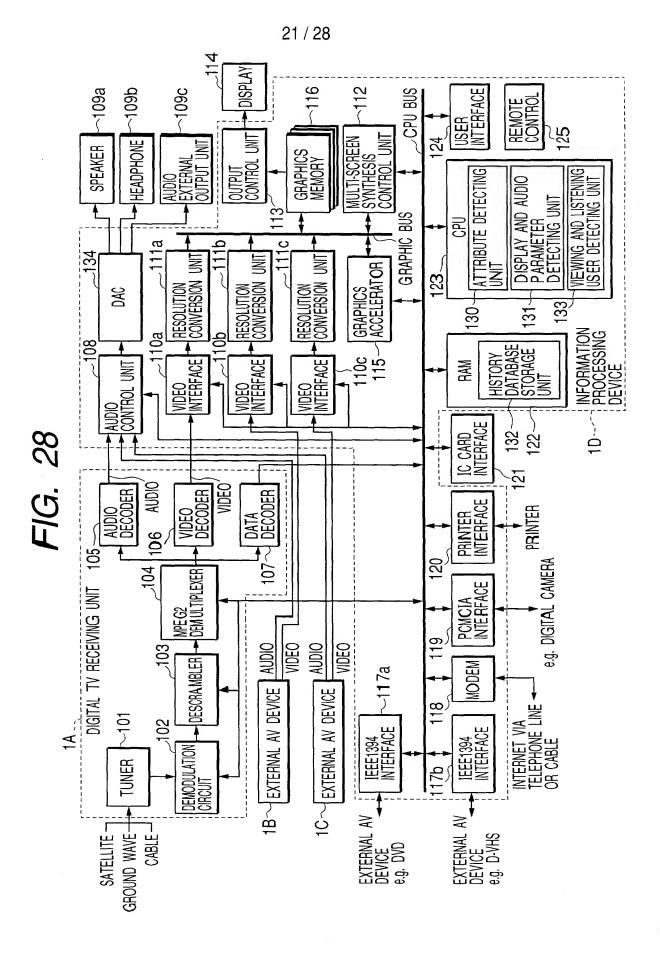
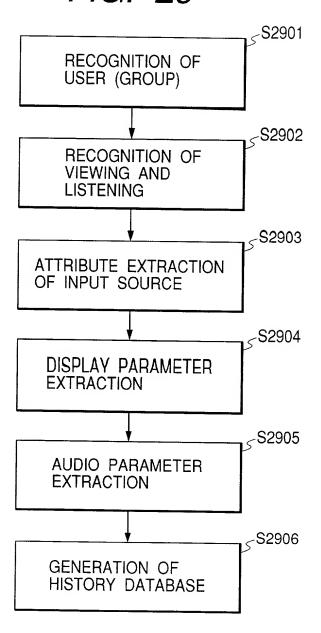


FIG. 29



The state of the s

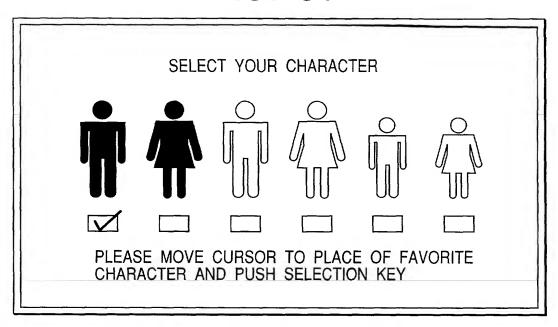


FIG. 32

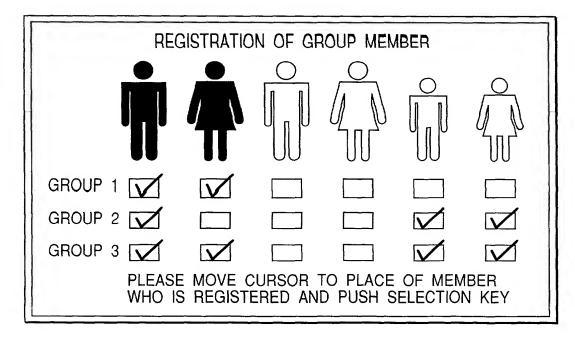
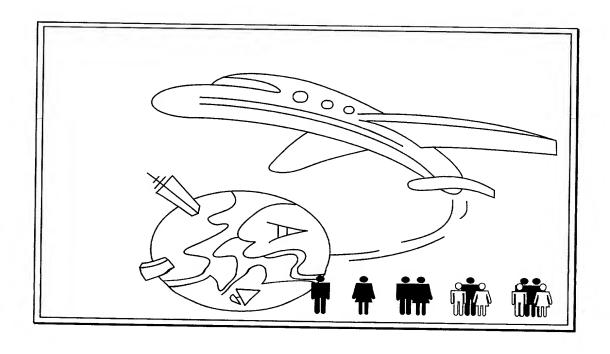


FIG. 33



	_	_	-		_					
	VIEWING AND	LISTENING PATTERN	V	ς α	ء د	2 6	ם	Ц		G
		#2		ı			1	ı	l	ı
		#4		ı	1			1	!	M5
	AUDIO	#3		ı	ı				ı	M5
	Q.	#2	1	55.	M5	E G	5 1	1	S S	M5
		#	Ž	\$	18	1	ΞŽ	Z	₹	₹
		#2		ı	1	1	ı		1	ı
	SCREEN LAYOUT	#4	1	ı	1	1	l		ı	[7
		#3		ı	1	1	1		1	- 9
		#5	ı	2	4		10	3 -	7-/1-47	L5
	<u> </u>	#1		-	[3	~	3 =	11/10	7-/1-47 07/17	
	(STE	#2	1	ı	ı	ı	I			١
	ATTRIBL	#4	ı	ı	ı	ı	I	l	i	DA I AZ
	RCE (#3	ı	1	ı	1	I	I	į	-
	T SOURCE	#5		TV2	INI	DATA1	SEL	CNTI	7117	DATAT
	N P	#	TV2	TV3	TV4	TV5	EXT1	Z/\2	2 3 - F	
	USER/USER	GHOUP	SINGLE A	GROUP 1	SINGLE A	GROUP 2	SINGLE A	SINC! E	מולקטים כי	GROUP 3

MEANING OF MARK INPUT SOURCE

TV1: MEDIA=DIG ITAL TV TV2: MEDIA=DIG ITAL TV TV3: MEDIA=DIG ITAL TV TV4: MEDIA=DIG ITAL TV TV5: MEDIA=DIG ITAL TV TV5: MEDIA=INTERNET ITN1: MEDIA=INTERNET DATA1: MEDIA=DIGITAL I DATA2: MEDIA=DIGITAL I DATA2: MEDIA=DIGITAL I T1: MEDIA=INTERNAL FU

CHANNEL=HEADPHONE MODE=STEREO

FIG. 35

SPORT TV2 DISPLAY PARAMETER L1

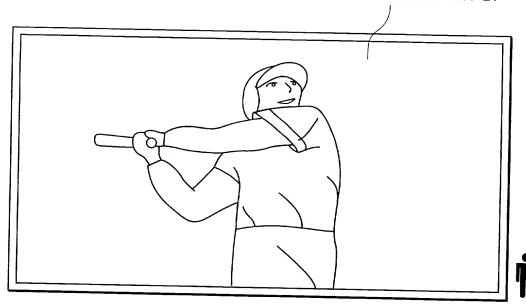
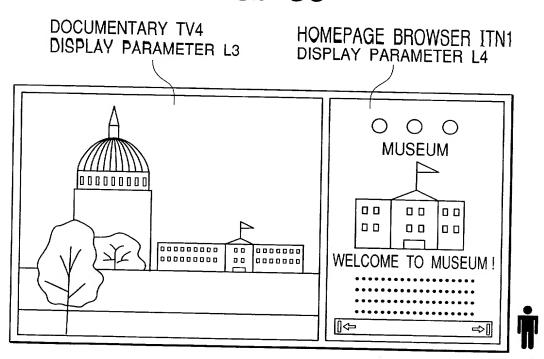


FIG. 36



DRAMA TV3 DISPLAY PARAMETER L1



SPORT TV2 DISPLAY PARAMETER L2

FIG. 38

ANIMATION TV5 DISPLAY PARAMETER L3 DATA BROADCASTING DATA1 DISPLAY PARAMETER L4

